



Community Appearance Commission

Minutes

August 1, 2007

The regular meeting of the Salisbury Community Appearance Commission was called to order Wednesday, August 1, 2007, at 4 p.m. by Barbara Perry, Chair, in the Council Chamber, 217 South Main Street, Salisbury, North Carolina. The following members were present and absent:

Present: Suzanne Casey, Greta Connor, Suzette Davis, Diane Gibbs, Barbara Lawther, Chad Morgan, Barbara Perry, Sara Robinson, Johnny Safrit, Bill Safrit, and Tom Wolpert

Absent: None

Staff: Councilman Mark Lewis, Lynn Raker and Diana Moghrabi

Barbara Perry, Chair, called the meeting to order. The minutes of the June 6 meeting were approved as submitted. There was no meeting in July.

The City Council has appointed Suzanne Casey to the Community Appearance Commission to fill the vacancy left by the resignation of Cindee Bridges. The Commission welcomed Suzanne Casey to the CAC and made introductions.

Barbara Perry commended staff for their contribution to the CAC.

NEW BUSINESS

The financial report for the new fiscal year was reviewed by Lynn Raker. Ms. Raker thanked Councilman Lewis for his support of CAC projects.

Description	Requested	Approved
Awards & Recognition	\$4,000	\$3,000
Action Grants (MSD)	\$35,000	\$22,000
CAC Programs	\$1,600	\$2,250
Promotion of Neighborhood Leadership Alliance		
Landscape of the Month		
Anti-Litter Campaign		
Seasonal Clean-up Advertising		
Community Appearance Commission	\$1,600	\$800
Operating account for CAC supplies, letterhead, mailing, etc.		
History & Art Trail	\$20,000	\$10,000
ISG	\$35,000	\$25,000

Innes Street railroad bridge median receptacles (consult with Dan Mikkelsen later in April 2008),

Although money was not allocated for the requested benches and trash receptacles, those items are included in the South Square Improvement Project for East Fisher Street. Lynn recommends forming a committee to map where the City most needs these items and submit a plan to involve private business and property owners in sharing the funding of benches and trash receptacles.

Salisbury Brand

Staff showed the CAC the new Salisbury brand. It was difficult to brand Salisbury because we are whatever you think we are when you are here. Historic preservation fans will always see Salisbury as an historic city; people who are art fans will see Salisbury becoming a center for the arts. With the inclusion of all our colleges and the hospital we went with the experiential type of brand—"Discover what's inside."

The purpose for this brand is to try to get people to visit Salisbury from the tourism point of view and to get people to look at our community as a place to reside—particularly with the coming of the biotech center. We have to tell our own story.

The colors represent the four quadrants of the downtown; the "S" can mean a path, the river, etc. The font for the "S" in Salisbury can be overarching.

Ms. Raker took an opportunity to take a photograph of the entire CAC.

COMMITTEE REPORTS

Neighborhoods & Education Committee

- The Neighborhoods & Education Committee will meet Wednesday, August 29, 2007, at noon in the first floor conference room at City Hall.
- The Park Avenue entrance sign has been well received and other neighborhoods would like to know how to get one for their neighborhood.
- The Landscape of the Month nominations need to branch out into the newly annexed areas.
- On-street parking in the West End Neighborhood needs to be addressed; more tickets need to be issued.
- The KMD staging area on 11th Street is an eyesore. (At the location of the former Cartex Mill.) This is recognized as a blighted area.

Art in Public Places

The History and Art Trail brochures were distributed. All but the printing was done in-house. The rack cards are placed in the North Carolina Welcome Centers.

Landscaping

Suzette Davis reported that for the months June and July Fairmont Terrace and Taco Bell were awarded the LOM signs. The owners, residents and managers were pleased. This month Mary Ann McCubbin of 213 W. Monroe received the residential LOM award and Sonic Restaurant on W. Innes Street received the commercial LOM award.

The next nominations should come from west Salisbury.

MSD Grants

Johnny Safrit, Diane Gibbs, Randy Hemann, Joe Morris and Lynn Raker attended the meeting. Copies of the grant allocations spreadsheet were distributed to the CAC.

APPLICANT	ADDRESS	PROJECT AMT.	GRANT AMT.
Caniche	200 S. Main St.	\$ 25,200.00	\$ 5,000.00
Thread Shed	S. Main St.	\$ 32,000.00	\$ 5,000.00
<i>Potential applicants:</i>			
former Social Security Bldg.	202 N. Lee St.		
OK Wig	100 S. Main St.		
former Watkins Sports Equip.	214 S. Main St.		

Total Project Amounts \$ 57,200.00

Appropriation 7/01/07 \$ 22,000.00

Requested funds

Awarded funds (pending approval) \$ 10,000.00

Funds Remaining \$ 12,000.00

New Requested funds

Innes Street Grant

APPLICANT	ADDRESS	PROJECT AMT.	GRANT AMT.
Caniche	200 S. Main St.	\$ 25,200.00	850.00
Salisbury Emporium	230 E. Kerr St.	\$ 9,866.00	4,933.00
Thread Shed	133 S. Main St.	\$ 32,000.00	10,000.00
Kress Building	300 S. Main St.	\$ 15,990.00	
<i>Potential applicants:</i>			
former Bill's Bakery	128 E. Innes Street		
former Social Security Bldg.	202 N. Lee St.		

Total Project Amounts \$ 83,056.00

Appropriation 7/01/07 \$ 25,000.00

Requested funds

Awarded funds (pending approval) \$ 15,783.00

Funds Remaining \$ 9,217.00

The Thread Shed offered to contribute use of their parking area (approximately eight parking spaces) on Fisher Street to the public space used after their business hours and in cooperation with the City as an entertainment venue for Fisher Street. This is like a public/private partnership. Downtown Salisbury, Inc. has long hoped to make this area into a pocket park. The proposal includes bricking of the parking surface, landscaping, and they are looking into an art installation on the exterior wall of their building. The Thread Shed does not benefit from this project as much as the public will. Several members stated that they did not want to miss this opportunity to make such an improvement to downtown.

Johnny Safrit said that recently projects have trickled in and we try to save money for later in the fiscal year. He does believe this project will add value to the Fisher Street improvements. He said that The Thread Shed deserves the money for the project, but Johnny feels it should not all come from the grant money. The Thread Shed is spending \$17,000 out of pocket to make these improvements instead of \$9,000 out of pocket for a lesser improvement. He added that the brick surface will outlast asphalt 3:1.

Lynn Raker quoted from her memo part of the Innes Street Grant Program stating that, "The grant guidelines state that grants generally range up to \$5,000; however, an especially significant project requiring matching funds of over \$5,000 may be awarded by the Salisbury City Council."

Customarily the CAC does not issue more than \$5,000 for a grant application because it does require Council approval and it depletes funding for other worthy applications later in the year. It is not often that an application benefits the public like this project does. Bill Safrit believes that the City has numerous projects to fund and did not believe they would fund this project outside the grant program.

Barbara Perry said she had reservations about giving one business this large amount when others have made requests. Barbara Lawther agreed with Barbara Perry and Tom Wolpert was concerned about setting a precedent. Lynn Raker suggested that the public use of the space should be obtained in writing if ownership should transfer to someone else.

Bill Safrit made a MOTION, based on the committee decision, to award The Thread Shed \$15,000 contingent on The Thread Shed cooperating with the City and putting in writing the stipulations concerning the use of the parking area for public events. Chad Morgan seconded the motion.

Those VOTING AYE: Bill Safrit, Chad Morgan, Johnny Safrit, Suzette Davis, and Sara Robinson.

Those VOTING NAY: Greta Connor, Tom Wolpert, Suzanne Casey, Barbara Perry and Barbara Lawther.
(5-5)

The Commission made a MOTION to grant \$5,000 from each the MSD and ISG funds (\$10,000) and to request an additional \$5,000 from City Council for the project (totaling \$15,000 City contribution). The motion was seconded by Suzette Davis. (10-0 APPROVED—Diane Gibbs had to leave early.)

All on the Commission agreed that the Thread Shed project was a worthy project and agreed to grant \$10,000—\$5,000 from each fund (ISG & MSD). Bill Safrit will present to Council a request of \$5,000 more Tuesday, August 7, 2007. The CAC agreed they will add the additional \$5,000 if Council cannot contribute the additional funds.

Mark Lewis thought it would be a travesty not to fund the project and invited the Commission to request additional funding from City Council if the need should arise. He said, "Keep in mind we are improving private property with public funds." This could be considered part of the Fisher Street Improvement Project.

Awards

There will be a luncheon meeting of the Awards Committee in the first floor conference room Tuesday, August 21 at noon. Members of the committee are Barbara Perry, Suzanne Casey, Chad Morgan, Barbara Lawther, Sara Robinson, and Tom Wolpert.

OTHER BUSINESS

The CAC viewed slides of the new Branding designs approved by City Council.

Being no further business the meeting adjourned at 5:30 p.m. The next regular CAC meeting will be September 5, 2007.

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